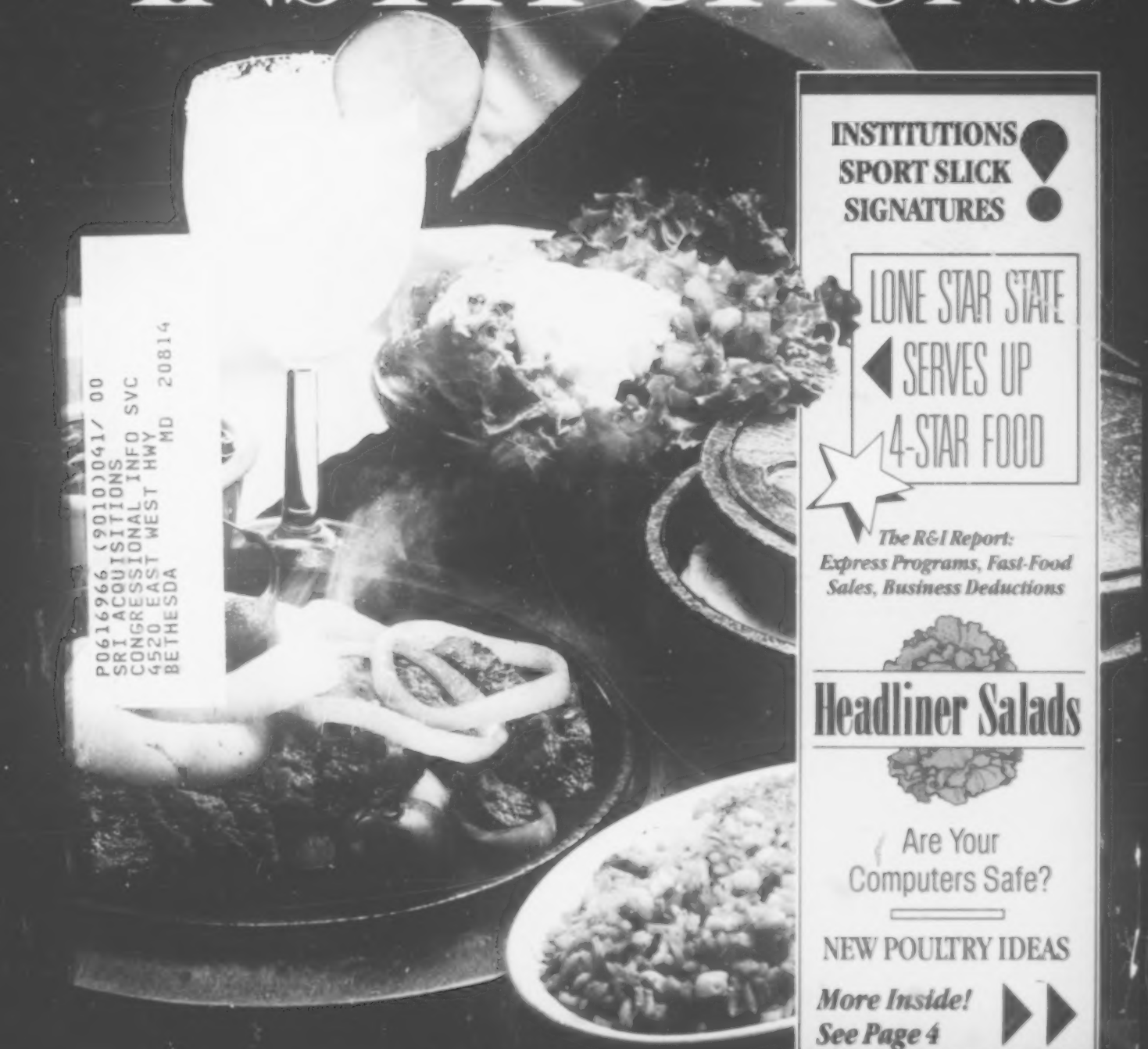
SERVING THE TOTAL FOODSERVICE INDUSTRY

APRIL 4, 1990

RESTAURANTS & INSTITUTIONS



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INSTITUTIONS SPORT SLICK SIGNATURES

LONE STAR STATE SERVES UP 4-STAR FOOD

The R&I Report:
Express Programs, Fast-Food Sales, Business Deductions

Headliner Salads

Are Your Computers Safe?

NEW POULTRY IDEAS

More Inside!
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APRIL 4, 1990

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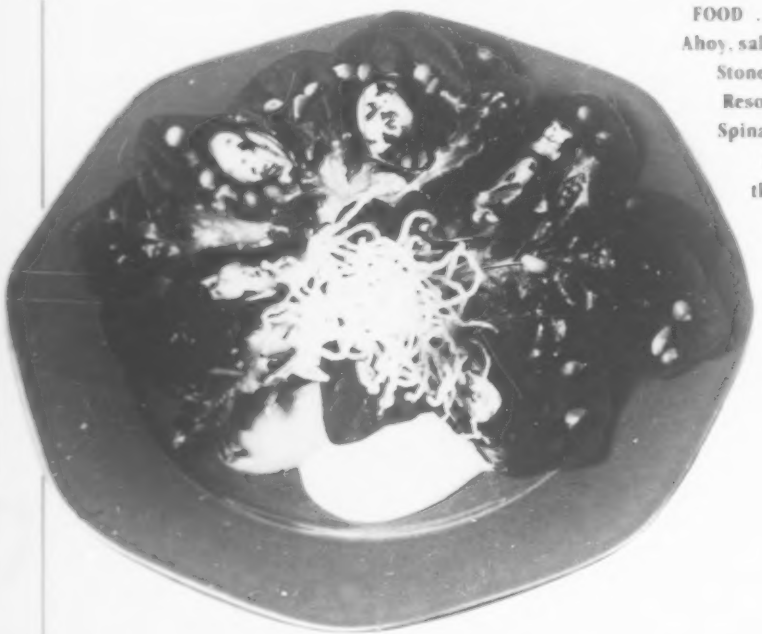

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Ahoy, salad lubbers! Stonepine Estate Resort's Popeye Spinach Salad—it's good to the "finich!"

36 R&I EXCLUSIVE: INSTITUTIONS DEBUT SIGNATURES

R&I puts a stamp of approval on institutional operators who are using distinctive signature foods and creative merchandising schemes to boost business and reputations.

88 DOWN-TO-EARTH TEXAS REGIONAL CUISINE

The Lone Star State takes justifiable pride in its barbecued brisket, fajitas and other classic foods. Customers are also welcoming newer arrivals such as Vietnamese spring rolls and linguine with rattlesnake sauce. Our Taste feature includes regional food preferences and a glossary of foods Texans take to with gusto.

117 . . . AND THE WALL CAME TUMBLING DOWN

Patrons intrigued by recent political events in Europe can toast *glasnost* and *perestroika* by lifting a glass in celebration of new freedoms. Offer the beers, vodka drinks and cordials that open talks and friendships.

125 TURN THE HEAT ON TO KEEP HOT FOODS PROPERLY HOT

A "heated" discussion in this issue concerns the hot-food tables, holding cabinets and infrared lamps that maintain proper temperatures when food cannot always be served immediately.

130 HEADLINER SALADS PLAY STARRING ROLES

Salads no longer play supporting roles but have moved center stage to take the lead in many menu productions. Customers looking for fresh combinations of meat, fish and produce are applauding the new entree salads.

146 MENUS FLY RIGHT WITH POULTRY PRODUCTS, RECIPES

In this time of menu diversification and nutritional concerns, poultry products used in many new and interesting ways continue to represent good value.

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ARA's signature is on Itza Pizza promo.

TASTES OF AMERICA

FOR THE KID IN ALL OF US

While families with young children tend to order ice cream and sherbet more frequently than other demographic groups, nearly half of all those answering *R&I*'s Tastes of America survey say they order ice cream more than once a month. Almost 15% of the respondents say they are ordering ice cream more frequently than the previous year, but that figure jumps to 20.7% for families with children under 19.

DATA DIGEST

BAD INK FOR INDUSTRY

Restaurants were taken to task in a recent *Shopper Report* newsletter, which went so far as to say that "eating out is losing its luster." The newsletter asked its consumer panel to rate a variety of statements about eating out on a scale of 1 to 10, with 10 being total agreement. Garnering the greatest consensus (9.0) was "Fast-food restaurants need more low-calorie foods and low-fat milk." A companion statement, "There aren't enough places to eat a fast lunch and still stay on a healthy diet," earned a 7.6 rating.

The newsletter used the 7.4 rating earned by the statement "Eating out is not the big treat that it used to be" and the 7.3 for "Many restaurants are extremely unsanitary" to bolster its theory that "consumers have gotten jaded—restaurants' magic has faded."

BARRIERS TO GOOD SERVICE

Improved customer service undoubtedly will remain a top priority for foodservice operators in the '90s. Though that could be a difficult task without the full cooperation of those on the front line—the wait staff, the counter clerks and cafeteria line employees, new research shows that management and labor are on the same wavelength when it comes to service.

The two sides tend to agree on the barriers that prevent excellent customer service, according to a recent study by Performance Research Associates, a consulting firm in Minneapolis. Approximately half of all managers and front-line employees cited inadequate communication between departments and inadequate rewards for employees as the two biggest service barriers. Understaffing (mentioned by 45% of managers and 42% of line workers) and inadequate computer systems (45% and 39%, respectively) ranked next on the lists.

Among other barriers were inadequate training in people skills (cited by 36% and 26%), low morale or team spirit (cited by 31% and 35%), and high turnover rates (26% and 23%).

TRAVEL COSTS UP 94%

Business travel costs nearly doubled from 1980 to 1989, according to an analysis by Runzheimer International, a consulting firm in Rochester, Wis. Higher air fares accounted for the bulk of the increased costs, but lodging, restaurant meals and car rentals also factored into the growth of the company's Business Travel Price Index.

The index rose 94% during the decade, while the Consumer Price Index rose only 51%. The company predicts business travel costs will increase about 7% this year, with the price of meals up about 6%.

IN BRIEF . . .

Ninety percent of restaurants answering an NRA survey on solid-waste disposal said they have worked with suppliers to reduce packaging; 76% have revised their takeout packaging. Only 14% have tested a separation/recycling program. . . . Thirty-three percent of retirees say they would spend some amount (ranging from a little to a lot) for a car and driver that would take them to restaurants, shopping and to see friends, according to *The Wall Street Journal* Centennial Survey. Other services they would consider paying for include hot meals delivered daily to their home, a place to buy foods low in salt, cholesterol, sugar, fat or calories, and someone to do their food shopping.

—Maureen Pratscher

CONSUMERS LOOK FOR "LIGHT" FOODS

Some say the 1990s will be the "Light Decade," as consumers choose more reduced-calorie products.

Most popular "light" products	% responding
Beverages	70%
Cheese, yogurt, other dairy products	65
Ice cream	46
Cakes, breads, other baked goods	40
Chips, other snack foods	38
Dinner entrees	32

Source: Calorie Control Council 1989 national survey

ACTION EXPRESS

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Uncle Ben's, Inc.	0045
PIONEER	0047
ICELANDIC	0048

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